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What is Digital Marketing?

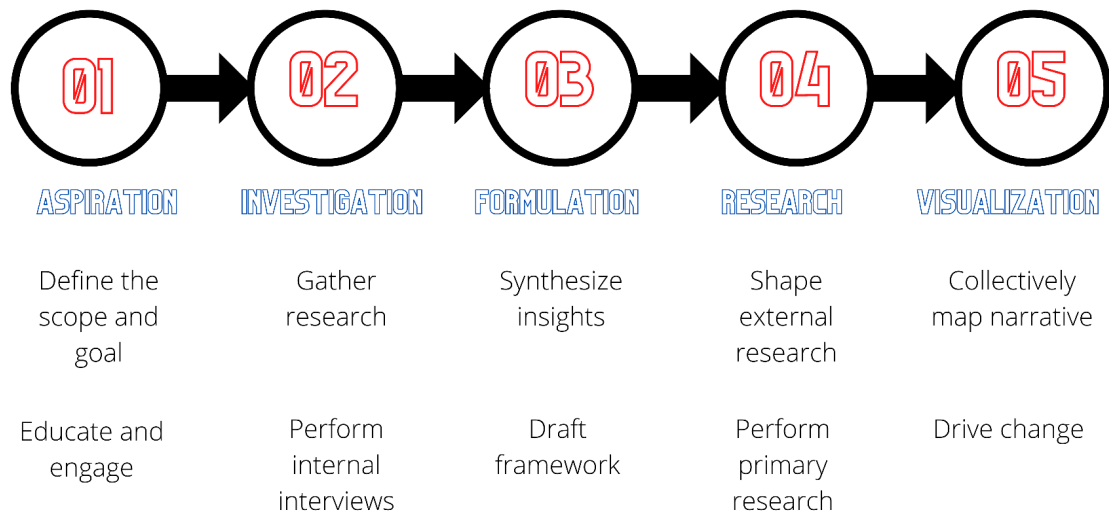
In summary, digital marketing refers to marketing via the internet. Hundreds of thousands of businesses today engage in digital marketing, saying digital marketing is easier and more cost effective to reach a large number of people. With several avenues of digital marketing, the most common include; *Search Engine Optimization (SEO), Paid Search, Social Media, Content, Email, Influencer, Affiliate, Email, and Pay Per Click (PPC)*. Generally, businesses reached their target audience using channels like *Television, Radio, Magazines, Events, and Direct Mail*. While these avenues are still used today, they severely limit your potential audience.

To better understand and diversify your marketing strategy, you will need to learn the benefits of digital marketing tactics:

Persistent Communication = Loyalty

- **Customer Retention:** The cost to attract and convert customers is more than it does to retain existing customers. Customer retention can be difficult to establish, but is worth everything. Finalizing a sale is important, but retaining that customer after the sale is complete is principal. Loyal customers create more sales by recommending you or making another purchase. 40% of online shopping revenue comes from repeat customers, who make up 8% of site visitors. To retain, keeping in contact with your customers paired with digital marketing guarantees loyalty within your customers.

- **Engage at Every Step:** Long before digital marketing avenues, people were not talking about the customer journey. Mainly because it was difficult to comprehend and analyze. More often than not, a customer would go to a physical store after seeing an ad on TV or paper. But, with digital marketing, you can track every step a customer takes, often from the moment they are triggered to find a solution, service, or product. *To learn more about Customer Journey Mapping, see page 3*
- **Target:** We have access to online tools that keep track of an individual's online activities and demographic information. Digital marketing can use the data to offer users specific products or services they may be interested in. If the content a visitor receives is based on their interests and online behaviors, it generates positive boosting and makes shopping easier and more appealing. You can also target an audience with content and offers based on the stage they're at. Sophisticated digital marketing tools and avenues make this possible.
- **Generate Consistency:** Having consistency improves the customer journey from interest to finalized sale, and then retention. You must be consistent and apply a reason to loyal customers in order to retain them. Companies using digital marketing build a consistent pipeline of sales. This includes leads, potential customers, existing customers, and partial customers.
- **Optimize to Obtain:** Unlike traditional marketing, digital marketing is much more affordable. You can increase your conversion rate more conveniently than you can with traditional marketing. You cannot track your potential customers with print and TV advertisements. By using digital marketing tactics, you not only have established a relationship with your customers, you have established a way to track their experience. Now you can optimize that to obtain new customers and retain existing customers.
- **Measure Results:** Offline marketing is difficult to measure the results of your marketing efforts. However, digital marketing ensures easy tracking. In fact, with digital marketing, you can measure everything worth measuring. From when the ad is clicked to when the visitor leaves the page. You are able to determine how many people saw your ad, how many sales resulted from the ad, and ultimately, your return on investment (ROI).
- **Build Credibility:** The fastest way to quickly build credibility is via the internet. Content marketing studies show that digitally active brands usually end up having the most credibility. With content, a business can address customers' doubts, clarify important information, and show understanding.



When Do You Need Help With Digital Media:

- You're Unable to Maximize Your ROI:** The goal in digital marketing is to see tangible results from your campaigns. Your campaign's ultimate goal is to acquire the most amount of clients or customers for the lowest cost possible. You accomplish this by comparing the results from all your marketing efforts and which channels yield the best ROI. If you're not hitting your target ROI numbers, your digital marketing campaign may be due for overhaul.
- Your Social Media Accounts are Failing:** Many people think that social media marketing means creating accounts and posting whenever they feel like it. In reality, companies should create and post content that resonates with their target audience. Likes, comments, shares, and retweets are all social signals that indicate engagement. With the help of a digital marketing agency like Redinger Technologies, you can develop strategies that are specific for each platform.
- You Have No Traffic:** If your website isn't generating traffic at all, it's a clear-cut indication that your campaign is failing. Without a doubt, SEO is one of the best methods to generate consistent, long-term traffic for your website. Every digital marketing campaign will include SEO as one of its many components. Well rounded campaigns will also integrate other marketing channels such as PCC and social media to generate organic traffic.

- **Terrible Results From Paid Ads:** PPC or pay-per-click advertising is a great way to achieve quick results. But it can get very expensive as it adds up. Many brands are getting sub-optimal results from their paid campaigns due to poor targeting, unoptimized ads, terrible conversion rates, and exorbitant cost per click. An effective paid search campaign should be properly optimized to target the right audience using the appropriate ad content.
- **No Content Strategy:** If you want to launch a digital campaign, you need content. Content is the cornerstone element of SEO because high-quality pieces will help you rank high and gain quality backlinks. For PPC, content is essential for your ad copy and landing pages. Content is the foundation of any digital marketing strategy. Without good content, you will have a hard time ranking in Google and attracting the right audience. Concluding with conversion of potential customers into paying customers.
- **Absent Channel Strategy:** Getting good results from a single marketing channel does not mean your campaign isn't failing. Eventually your particular strategy will dry up, leaving you where you started. Choosing a multi-channel strategy is key in digital marketing success. Expecting quality results from a single channel will only result in stress, failed ROI, communicate brand inconsistencies, and loss of retained customers/clients.

Most Important Media Channels

